

CLAIMS:

What is claimed is:

1. A method for providing standardized genre assignments, the method comprising:
 - receiving at least a first digital data transmission (200);
 - wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;
 - identifying a jurisdiction associated with the first genre assignment schedule;
 - obtaining data from the first digital data transmission that identifies the associated genre; and
 - mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre (240).
2. The method of claim 1, wherein:
 - the identifying of the jurisdiction comprises obtaining data from the first digital data transmission that identifies a country (105).
3. The method of claim 1, wherein:
 - the identifying of the jurisdiction comprises obtaining a user setting that identifies a country (105).
4. The method of claim 1, wherein:
 - the obtaining of data comprises obtaining a standard content nibble (230) that identifies the associated genre.
5. The method of claim 1, wherein:
 - the obtaining of data comprises obtaining a user nibble (220) that identifies the associated genre.

6. The method of claim 5, further comprising:
the obtaining of data comprises obtaining a user nibble (220), if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble (230) that identifies the associated genre.

7. The method of claim 1, wherein:
the first digital data transmission is provided according to a Digital Video Broadcasting standard.

8. The method of claim 1, wherein:
the first digital data transmission comprises at least one of audio and video data.

9. The method of claim 1, wherein:
the first digital data transmission is received at at least one of a television and a set-top box.

10. The method of claim 1, wherein:
the first digital data transmission is provided in at least one of a broadcast, multicast and streaming content.

11. A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for providing standardized genre assignments, the method comprising:
receiving at least a first digital data transmission (200);
wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;
identifying a jurisdiction associated with the first genre assignment schedule;
obtaining data from the first digital data transmission that identifies the associated genre; and

mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre (240).

12. A receiver, comprising:
means for receiving at least a first digital data transmission (200);
wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;
means for identifying a jurisdiction associated with the first genre assignment schedule;
means for obtaining data from the first digital data transmission that identifies the associated genre; and
means for mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre (240).

13. A receiver, comprising:
a tuner (102) for receiving at least a first digital data transmission;
wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule; and
a control (103) associated with the tuner for executing instructions to identify a jurisdiction associated with the first genre assignment schedule, obtain data from the first digital data transmission that identifies the associated genre, and map the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre.

14. The receiver of claim 13, wherein:
the control (103) executes the instructions to identify the jurisdiction by obtaining data from the first digital data transmission that identifies a country (105).

15. The receiver of claim 13, wherein:
the control (103) executes the instructions to identify the jurisdiction by obtaining a user setting that identifies a country (105).

16. The receiver of claim 13, wherein:
the control (103) executes the instructions to obtain the data by obtaining a standard content nibble (230) that identifies the associated genre.

17. The receiver of claim 13, wherein:
the control (103) executes the instructions to obtain the data by obtaining a user nibble (220) that identifies the associated genre.

18. The receiver of claim 13, wherein:
the control (103) executes the instructions to obtain the data by obtaining a user nibble (220), if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble (230) that identifies the associated genre.